

FIRE UP YOUR LEAD QUALITY

M² PERSPECTIVES PRE-READ

DOES THIS CONVERSATION SOUND FAMILIAR?

- **Marketing:** "High five, team, we crushed our MQL target!"
- **Sales:** "These leads SUCK, why are you sending us people who aren't ready to convert?"

It's a disconnect most B2B companies face. It's a result of marketing and sales operating in their own separate silos. They have separate goals based on principles established *decades* ago...that no longer apply.

So, what's the status quo today?



MARKETING

"We're putting a ton of work into generating awareness, but sales doesn't care. They don't follow up on the leads we send them, but they don't tell us what they need."

"Our work isn't valued. They think it's all birthday cakes and party hats, that we're just designing logos and picking pretty colors."

"We're thinking strategically (long-term) because B2B has such long buyer cycles. But sales want results *this quarter*."



SALES

"Marketers wouldn't know a good lead if it bit them on the #\$. We don't even look at the leads marketing sends over anymore."

"Marketing doesn't understand the buyer, they send us anyone who fogs a mirror. Nothing is ready to convert."

"We eat what we kill, unlike marketing: we don't have time to waste chasing bad leads."





WHAT'S YOUR REACTION?

If we want to move beyond the status quo, we must engage in an open, collective exchange of ideas, facts and opinions. And that starts with getting it all out on the table. What's your reaction to these statements?

1

Marketing has their job: brand and awareness.

Sales has theirs: engage and convert.

If everyone's doing their job, what's the problem?

2

Marketing/sales alignment? What a joke. It's just some soft theoretical concept that works in theory, but not reality.

We don't need to spend any more time talking about talking!

3

Alignment is important, but it needs to start at the top, not with sales or marketing.

Separate departments = separate reporting structures.

4

It's all about the revenue generated by leads, so why isn't

Marketing paid on commission based on the leads they generate?

5

Revenue and sales performance isn't marketing's responsibility:

it's up to sales to engage and convert.

6

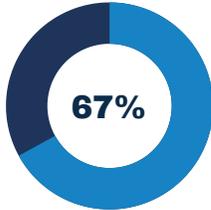
The pipeline isn't a marketing thing:

that's for sales to worry about.



STATS & FACTS TO CONSIDER

B2B is a tough landscape, and that makes collaboration between sales and marketing an absolute must. Here's why:



The buyer journey has changed ... in a big way.

67% (or more) of the journey is now digital. Buyers are empowered by information: it's what helps them decide. They want to be informed and educated, not sold to – and they're engaging with sales less and less.

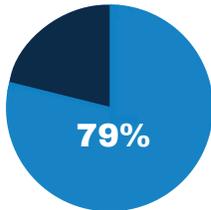
(Forrester/Sirius Decisions, Gartner, Think with Google)



An average buyer now needs 7-10 touchpoints with a brand before converting

Sales has become less about selling and more about helping navigate purchase decisions. And marketing has shifted from straight-up promotion to end-to-end customer experience.

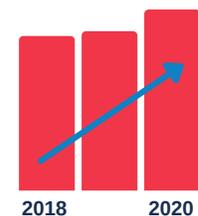
(LinkedIn)



Marketing automation generates more leads, but they're lower quality.

80% of companies saw an increase in leads through marketing automation, but 79% of those marketing leads *never* convert into sales. Only 7% of salespeople said those they got from marketing were very high quality.

(Invesp, Marketing Sherpa, Hubspot)



There are way too many choices for marketing/sales tech out there.

It's overwhelming – the martech landscape increased by 13.6% from 2019-2020 alone, totaling 8,000 different solutions. How do you figure out which one is right?

(Chief Martech)



THE BIG QUESTION



How can marketing and sales move past the status quo, build trust and work together to generate quality sales leads?



JOIN THE CONVERSATION

Part of answering that big question includes contemplating another one: *What's a lead really worth?*

If we use an equation that multiplies a \$100,000 "Average Opportunity Size" (MQL or SAL) by a 10% "Lead-to-Opportunity Conversion Ratio" (SQO), the value of each lead is a whopping \$10,000!

If it's worth this much – and we know that marketing and sales alignment can boost revenues by 32% YOY – we must actively engage in a productive exchange to shift perspectives, gain clarity and move forward.

KICKSTARTER QUESTIONS

How do you calculate the value of a lead?

What conversations need to happen?

What tools can help us work together better?

What statements caught your attention (for better or worse)?

Who's doing it right?

Got any game-changing ideas?

IT STARTS NOW.

Head over to the M² hub to join the conversation. Use the kickstarter questions as fuel.

[JOIN THE CONVERSATION](#)

We're looking forward to an insightful, productive conversation.

ABOUT M²

M² is a collective exchange happening in real-time among a community of high performing marketing professionals. It's a forum where your voice and problems are heard, discussed with industry professionals, and a space to make new, genuine connections and access reputable tools and takeaways you can't get anywhere else.

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